



## **NEIGHBORHOOD MASTER PLAN**

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### **FINAL DRAFT RECOMMENDATIONS**

The following are recommendations for the Poncey-Highland Neighborhood Master Plan. An asterisk (\*) indicates a recommendation from an existing City-adopted plan.

#### **Land Use: General**

##### General Land Use Policies

- Strive to achieve the land use vision of the Framework Plan.
- Encourage a mix of land uses.
- Preserve the historic residential core of the neighborhood.\*
- Provide height transitions from new development to adjacent historic residential core areas.\*
- Utilize quality of life zoning districts.
- Limit buildings to three stories at the back of the sidewalk along North Highland Avenue.
- Encourage redevelopment of the following five catalytic redevelopment sites:
  - BeltLine Area
  - Ponce de Leon Avenue
  - North Avenue East Area
  - Druid Hills Baptist Church Area
  - Manuel's Parking Lot

#### **Land Use: Parks and Open Space**

##### Park and Open Space Policies

- Encourage development adjacent to parks to front them with doors, windows, and walkways, not parking or loading.
- Support efforts to provide public art in Freedom Park.
- Support efforts to establish a Farmers Market in the Historic Fourth Ward Park.
- Integrate Freedom Park into future events.

##### Park and Open Space Projects

- Create a committee to review art installations in Freedom Park within Poncey-Highland.
- Install public art in Freedom Park.
- Construct a fence or hedge around the existing community garden in Freedom Park.
- Expand community garden space in Freedom Park, either through an expansion to the existing garden or new gardens in other areas.
- Assess the ideal location for a dog park in or near Poncey-Highland
- Construct a dog park in or near Poncey-Highland
- Install a dog waste bag kiosk in Freedom Park
- Add trash cans in Freedom Park at the playground and near Williams Mill Road.
- Increase lighting in Freedom Park, especially along trails, with low voltage or solar lights.
- Install a water fountain in Freedom Park near the playground.
- Install a six foot wide walkway/sidewalk in the west side of Freedom Park between Ponce de Leon Avenue and Ralph McGill Boulevard.\*
- Plant trees along both sides of Freedom Parkway running to Ponce de Leon Avenue.
- Install distance markers on Freedom Parkway designating a neighborhood walking route.
- Use Carter Presidential Center parking as Freedom Park parking during special events.
- Increase the usability of the entrance into Freedom Park at the northeast corner of Ralph McGill Boulevard at Freedom Parkway by thinning vegetation, and increased lighting.
- Hold annual removals of invasive vegetation and brush in Freedom Park

#### **Housing**

## Housing Policies

- Strive to preserve the diverse mix of housing types in the neighborhood.
- Promote a range of prices in new development.
- Promote home ownership.
- Encourage multifamily housing to provide a range of unit sizes.

## Housing Projects

- Rehabilitate the apartments at the SW corner of Blue Ridge and North Highland Avenues.

## **Transportation: Vehicular**

### Vehicular Policies

- Encourage shared parking in commercial and mixed-use areas.
- Prohibit street abandonments as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.\*
- Use traffic calming to minimize the impacts of cut through traffic, rather than street closures.\*
- Work with GDOT to ensure that acceleration and deceleration lanes are not required on new developments if access must be provided from Ponce de Leon Avenue.\*
- Limit vehicular access along Moreland and Ponce de Leon Avenues to alleys and side streets via zoning requirements.\*
- Encourage new developments on North Highland Avenue to create on-street parking

### Vehicular Projects

- Implement a “road diet” on North Avenue. This project should include bulbouts, parallel parking, additional greenery, narrower lanes, and other elements as shown in the North Avenue “Road Diet” Concept Plan.
- Work with the Atlanta Police Department to enforce speed limits and truck routes.
- Install a four-way stop on Blue Ridge Avenue at Seminole Avenue.
- Construct a privately-funded parking deck at the Druid Hills Baptist Church; include additional spaces for businesses.
- Retain all existing on-street parking for its traffic slowing effect.
- Rebuild sidewalks at the southeast corner of North Highland Avenue and North Avenue to enhance pedestrian accessibility.
- Create slow-speed “complete streets” featuring elements such as bulbouts or chicanes, on:
  - Blue Ridge Avenue
  - Somerset Terrace
  - Bonaventure Avenue
  - Linwood Avenue
  - Cleburne Terrace
- Create new streets
  - Between North Highland Avenue and Julia Street
  - By extending Ponce de Leon Place south to North Avenue with a signal on North Ave\*
  - By extending Somerset Terrace South of North Avenue\*
  - South of Angier Springs Road\*
  - West of Belgrade Avenue\*
- Realign Williams Mill Road near N. Highland Avenue along the north edge of Freedom Park.
- Improve the intersection of Ponce de Leon and Moreland Avenues.\*
- Improve the intersection of North Avenue at Moreland Avenue\*
- Install directional signs encouraging use of Freedom Parkway and truck prohibition signs at:
  - Freedom Parkway at Moreland Avenue
  - Freedom Parkway at North Highland Avenue
  - Freedom Parkway at Ponce de Leon Avenue

## **Transportation: Pedestrian**

### Pedestrian Policies

- Require sidewalk upgrades with new development near the BeltLine, on North Highland Avenue, on Ponce de Leon Avenue, and on Moreland Avenue.

### Pedestrian Projects

- Upgrade pedestrian facilities along Ponce de Leon and Moreland Avenues\*
- Upgrade the streetscape along North Avenue (see North Avenue “Road Diet”)
- Install BeltLine area wayfinding signs.\*
- Upgrade pedestrian facilities on Ralph McGill Blvd from Freedom Parkway to the BeltLine\*
- Install wheel stops where parking lots abut a sidewalk to prevent cars from pulling onto sidewalks, especially by Manuel’s Tavern’s and Green’s.
- Create a mid-block crossing with a HAWK pedestrian crossing signal on Freedom Parkway at Belgrade Avenue, when Belgrade Avenue is extended to meet the BeltLine.
- Replace all existing pedestrian crossing signals with count-down signals.
- Install curb ramps where missing throughout the neighborhood.
- Restripe pedestrian crossings at:
  - All long Ponce De Leon Avenue
  - North Avenue at Somerset Terrace
  - North Avenue at Bonaventure Ave
  - North Avenue at Freedom Parkway
  - North Avenue at Linwood Avenue
  - North Avenue at Ralph McGill Place
- Improve pedestrian access to the Carter Presidential Center for the north and south.
- Improve sidewalks at:
  - Cleburne Terrace: Both sides from Blue Ridge to North Avenues
  - North Highland from North Avenue to Freedom Parkway
  - Linwood Avenue: East side north of Blue Ridge Avenue
  - Blue Ridge Avenue: Both sides from North Highland to Moreland Avenues
  - Where damaged along: Somerset Terrace, Williams Mill Road, and Blue Ridge Avenue
- Remove the right turn lane on Ponce de Leon Avenue at North Highland Avenue.
- Install a “HAWK” signal on North Highland Avenue at Blue Ridge Avenue.

## **Transportation: Bicycle**

### Bicycle Policies

- Promote the use of bicycles in Poncey-Highland.

### Bicycle Projects

- Enforce existing code requirements for bicycle parking.
- Install safety elements on North Ave to reduce vehicle speeds. (See North Ave “Road Diet”)
- Stripe bike lanes on Ralph McGill Boulevard west of Freedom Parkway.
- Widen the trail link at the east end of the Carter Presidential Center.

## **Transportation: Transit**

### Transit Policies

- Promote the use of transit in Poncey-Highland.

### Transit Projects

- Establishment a Belt Line transit stop to serve the neighborhood.\*
- Enhance bus service on Ponce de Leon and Moreland Avenues.\*
- Install a bulbout and bus shelter on the west side of North Highland Ave. at Blue Ridge Ave.
- Place bus schedules at stops along North Highland Avenue.
- Improve access to the Carter Center’s inbound Route #16 bus stop.

## **Environment**

### Environment Policies

- Encourage new development to follow LEED Silver standards or higher by 2015
- Support parking lot design and redesign that mitigates water runoff
- Encourage use of permeable paving for parking and pedestrian surfaces
- Encourage use of renewable energy among residents and businesses
- Minimize exterior light pollution
- Encourage local food production through community garden.
- Encourage tree planting on private property to retain the tree canopy.
- Encourage xeriscaping and native plants in all landscaping.

- o Encourage green roofs.

**Environment Projects**

- o Certify Poncey-Highland as a LEED ND (Neighborhood Development) community.
- o Adopt the proposed City of Atlanta Sustainable Development Design Standards.
- o Establish a neighborhood-wide gray water treatment and reuse plan.
- o Include bio-swales for rainwater infiltration in traffic calming and streetscape projects.
- o Establish a neighborhood tree palette for public and private tree plantings.
- o Create and adopt a citywide “Dark Skies” plan.
- o Establish a neighborhood recycle/compost program, including commercial areas.
- o Enforce current City of Atlanta requirements for multifamily recycling.

**Infrastructure & Facilities**

**Infrastructure & Facility Policies**

- o Encourage developers to bury utility when redevelopment occurs.

**Infrastructure & Facility Projects**

- o Bury as part of streetscape projects along
  - Ponce de Leon Avenue
  - Moreland Avenue
  - North Highland Avenue
  - North Avenue
  - Ralph McGill Boulevard
- o Increase enforcement of all code violations.
- o Establish regular policy patrols in Freedom Park.
- o Sweep all neighborhood streets at least two times a year.

**Urban Design & Historic Resources**

**Urban Design & Resource Policies**

- o Require the following elements of good urbanism in all new buildings
  - Encourage the use of durable materials in commercial or mixed-use buildings.
  - Prohibit the use of Exterior Insulation Finish Systems (EIFS).
  - Limit building facades to no more than two primary colors and/or materials.
- o Establish minimum locations for ground-floor storefront character on portions of Ponce de Leon Avenue and all of North Highland Avenue
- o Support standards in commercial and mixed-use areas to discourage destruction of historic buildings for single-story chain businesses:
  - Minimum height of two stories
  - Minimum building lot coverage
  - Maximum parking lot coverage
  - Minimum floor area ratios
  - Minimum building frontages
- o Preserve the following historic resources:
  - The neighborhood’s core\*
  - Telephone Factory Lofts\*
  - Ford Factory Lofts\*
  - Druid Hills Baptist Church\*
  - Clermont Hotel\*
  - Briarcliff Plaza\*
  - Manuel’s (building and business)
  - Morningside Condominiums
  - Apartment buildings at 881, 963, 977, 1105, and 1107 Ponce de Leon Avenue
  - Highland School

**Urban Design & Historic Resource Projects**

- o Designate the buildings recommended for preservation as “Landmark Buildings”
- o Form a committee to establish if the entire neighborhood should pursue a historic designation
- o Install art on BeltLine bridges.\*
- o Place neighborhood gateway markers:
  - On North Avenue at the Beltline and Moreland Avenue
  - On North Highland Avenue at Freedom Park
  - On Ralph McGill Boulevard at the Beltline
  - On Ponce De Leon Avenue a the Beltline
  - On Ponce De Leon Avenue at Freedom Parkway